

Readership Survey

Reviews in Urology

R*eviews in Urology*, now in its third year of publication, provides the practicing urologist with scholarly reviews of clinically relevant information, including review articles, meeting reviews, literature reviews, and case reviews. The editorial board, composed of highly regarded opinion leaders and educators, author the majority of the content.

We recognize that it is extremely difficult in today's climate for the busy urologist to keep current with the many new developments in the field. First, managed care, with capitation and discounted fees, has greatly increased the workload the physician must perform simply to maintain economic parity. Second, there is an exponential increase in technological and pharmacological advances impacting on the management of urologic disease. To this end, *Reviews in Urology* was developed with the goal of becoming the "CliffsNotes" of our discipline. Authoritative opinion leaders synthesize the information and derive the "take-home" message for the readership. Our journal fills a unique niche, which accounts for our success. A readership survey was conducted in March 2001 to determine whether our goals were being met. The following are the results.

Methodology

Reviews in Urology is sent at no cost to approximately 10,000 board-certified urologists with corporate support from: Amgen, Alza, Boehringer Ingelheim, AstraZeneca, Merck, Pfizer, Tap Pharmaceuticals, Diagnostic Ultrasound, Indigo, Nycomed, and Endocare.

The readership survey was sent to a randomly generated list of 1000 urologists from the AMA mailing list two weeks after publication of the Winter 2001 issue. The study, conducted by Innovative Media Research (IMR), was designed to determine receivership, readership, time spent reading, value of the publication, Internet usage, and demographics. A total of 266 usable surveys was received,

with an overall response rate of 27.6% (according to IMR, a 10% response rate is considered the industry standard). Ninety-two percent of the responding physicians were male, and the average age was 49.6 years.

Survey Results

Seventy-seven percent of the physicians indicated that they received *Reviews in Urology*, and more than a quarter indicated that they read 4 of the last 4 issues. Almost half of the respondents indicated that they had read 3 of the last 4 issues, and only 8% said they had not read any of the last 4 issues (see Figure 1).

Time spent reading. On average, urologists responding to our survey spend approximately 45 minutes reading journals or textbooks per week. A similar study sponsored by The American Heart Association surveying the general community of cardiologists revealed that the average cardiologist spends only 30 minutes a week reading journals or textbooks. Since reading time is limited, a journal that provides scholarly and succinct reviews by highly regarded

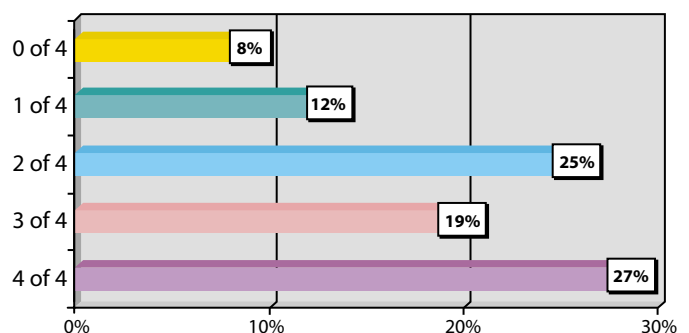


Figure 1. Physicians were asked to indicate how many of the last four issues of *Reviews in Urology* they read. More than a quarter of urologists indicated that they read 4 of the last 4 issues of *Reviews in Urology*. Nineteen percent reported that they read an average 3 of the last 4 issues of *Reviews in Urology* that they received, and only 8% of the respondents have not read any of the last 4 issues.

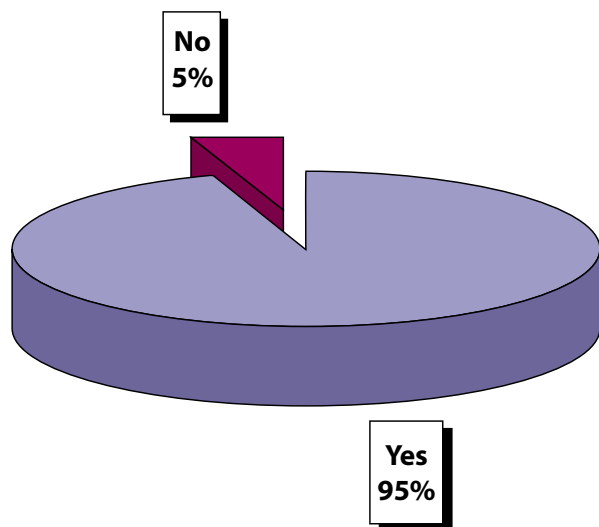


Figure 2. Respondents were asked to indicate if they would like to continue receiving *Reviews in Urology*. Ninety-five percent of the physicians indicated that they would like to continue receiving the journal.

experts and educators should provide a valuable resource for practicing urologists.

Evaluation of overall content and utility of publication. Overall, 87% of the readership rated *Reviews in Urology* good to excellent, 90% rated the information useful to extremely useful, and 95% indicated that they wanted to continue receiving the journal (see Figure 2). Seventy-seven percent responded that the journal was informative, 76% that it was easy to read, 61% thought it was concise, and 41% that it was timely.

Topics for future issues. The respondents indicated that they would like *Reviews in Urology* to include content on female sexual dysfunction, incontinence, fertility,

laparoscopy, endourology, prostatitis, and coding. Since the goal of our journal is to serve the interests of our readership, efforts will be made to address these topics in future issues.

Internet usage. There is no doubt that the Internet has revolutionized the dissemination of information, and all of the articles in *Reviews in Urology* are available free at www.medreviews.com. Approximately 80% of the respondents indicated that they currently use the Internet, with slightly less than half using the Internet to search for medical information. While the Internet is an important means of delivering information, journals and textbooks obviously continue to serve a very important role.

Summary

The readership survey demonstrates that *Reviews in Urology* has been extremely well received by the urologic community. It is through readership surveys that we are able to assess our progress and identify future opportunities for improvement. We are grateful to the 266 urologists who took the time to complete the survey. The information and insights gained from the survey will help us to deliver an even better product in the future. We hope that our readership will continue to provide their feedback in years to come.

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